

## ABSTRACT OF THE DISCLOSURE

An ink-jet ink which contains a coloring composition which is formed by dispersing coloring particulates in a water-based medium, and the coloring particulates containing a nonionic oil-soluble polymer, a hydrophobic high boiling point organic solvent having a boiling point of 150°C or more, and an oil-soluble dye. Further, an ink jet recording method, in which recording is carried out using an ink-jet ink which contains a coloring composition, the coloring composition being formed by dispersing coloring particulates in a water-based medium, and the coloring particulates containing a nonionic oil-soluble polymer, a hydrophobic high boiling point organic solvent having a boiling point of 150°C or more, and an oil-soluble dye.